

Name: ELENA CARMEN ANGHEL

Student Number:1905217

Module Title – COMMUNITY ENGAGEMENT

Assignment Title- SUSHI DAILY

Module Lecturer's Name: TANJA NATHAN

Table of Contents

Introduction.....	3
Discussion and the analysis of the organisation	4
Conclusion	12
Reference list	13
Appendix.....	15

Introduction

Community is a wide term that can describe a group of person who are the holders of substantial interest in an organisation or group. . Community engagement is a process that is aimed at working with various groups of people with the focussed collaboration, who are affiliated by special interest, similar situations and geographical proximity. This kind of engagement is essential at improving the well- being of the concerned people.

For the study, the case of ***Sushi Daily*** has been considered. It is a popular joint in European malls who sells authentic sushi in a traditional manner since it first opened its shop in Lyon, France (SUSHI DAILY. 2019 b).

Discussion and the analysis of the organisation

The sector in which it operates, the size, structure and explain its goals, mission and values

The sushi daily operates in the food sector and is associated with preparing freshly made Japanese food. The cuisines are designed in such a manner that it replicates the Japanese cultures in a plate. The company functions through 700 kiosks in ten different countries across Europe including UK. The other notable countries include Netherlands, Spain and Germany. The Sushi Daily is a subsidiary organisation whose outlets are controlled by a parent company known as the Kelly Daily. It is a family owned business that is funded and controlled internally by the founders (Kellydeli.com, 2019). The goal of the organisation is to make the best quality sushi through the careful sourcing of ingredients and a combination of new and ancient techniques (SUSHI DAILY, 2019). The food is considered as a work of art and the product is considered as a masterpiece by the organisation.

The **mission** of the organisation is to make the best sushi in the world. For this, they have made sure that the convenience and quality is equally balanced while creating the various dishes. The value and standards are very strict to the organisation and therefore it makes sure that the excitement for innovation does not overpower the respect to tradition. The company makes sure that it is able to share the passion of sushi making with the customers with the freshest ingredients and great skills.

Identify its customers and what they expect from the organisation in terms of goods and/ or services

The customers of the food joint are basically Japanese who love to have a taste of their home cuisines. However, there are other people of Asian and European origins as well who often prefer to experiment with their taste and flock these counters in various malls and departmental stores (Kellydeli.com, 2019). The target consumers of this organisation are the food loving public and the outlets are thus set up in places where there is a heavy footfall. This allows the brand to highlight their culinary skills, as they prefer to set up open kitchens.

The customers of the brand expect the brand to provide food that is beneficial to their health and wellbeing. This is the overall change that has resulted in the demand for fresher food choices. The consumers expect the authentic Japanese traditions to be followed. This includes serving fresh sushi that is prepared from daily sourced ingredients right in front of the eyes of the consumers.

Include a SWOT or PESTLE analysis to support your explanation

Factors	Analysis
Political	Political factors severely impact the productivity of the food industry. The current government has made sure to highlight the benefits of consuming healthy foods by its citizens. This is an added advantage for the sushi brand that is engaged in the preparation of healthy sushi for its consumers (GOV.UK, 2019).
Economic	The effect of taxes is a crucial factor for the business of food products in the market. The current rates of 20% are lower in respect to other major countries and are thus beneficial to the food outlets in promoting the business (Yang and Metallo, 2018).
Social	The changes in the pattern of food consumption and the willingness to experiment in different international cuisines by the UK citizens are helpful for the experimental business approach of Sushi daily (FoodStars, 2019).
Technological	The effect of changing technology and the introduction of newer machines of sushi making will not affect the organisation (SUSHI DAILY. 2019c). This is because of the reliance of the organisation on the various traditional approaches of sushi making to satisfy the consumers.
Environmental	The environmental concerns are crucial for most of the organisations that are operating in the food industry. However, Sushi daily is unaffected by the changes in environmental law due to the following of guidelines by it.
Legal	The expansion policies of Sushi daily should be done satisfying the legal rules of the country. The enterprise makes sure that it complies with the laws regarding the hygiene standards that are followed by a food outlet (Sadiku <i>et al</i> , 2019).

Table 1: PESTEL Analysis of Sushi Daily.

Explain about the role of the employees within the organisation and how they support the organisation achieve its goals

The employees of the organisation function mainly through the kiosks that serve the food. Two hundred employees make sure that the kiosks are in operational conditions as per the basic standards of the industry. They make sure that they are able to highlight the various benefits of the food and operate right in front of the customers. This is done to satisfy the consumers with the quality process and preparation of the food through the four sided open kitchen set-ups. The employees act as the face of the organisation and are responsible for acquiring and displaying the various skills that are associated in sushi making (SUSHI DAILY, 2019d).

The art and practice that are followed by the sushi makers is one of the most prized assets of the organisations. The missions of the organisation can only be made sure through the dedication of these employees. They are entrusted with choosing and sourcing the finest ingredients that are available in the market (Kellydeli.com, 2019a). The employees are also required to implement impressive quality programs related to audit to make sure the safety of foods in raw materials and end products.

Explain about training and development and why this is important to organisations

The continuous training and development programs are very crucial in order to cope up with the increasing food industry standards in UK. The most significant training programs include expert training from the sushi master. Under this training programme, the chefs are converted into professional sushi makers in a span of 6 weeks (Sushi Daily. 2019). This helps them to upgrade themselves with the various skills that are required to make a sushi. The training includes an induction program including cross training in all departments. It is followed by a six week training to specialize in the sales, management and barista. The training also includes the personal development plan and support through the quarterly reviews and support within the organisation.

This is very important to the success of the organisation and is done in order to ensure that the continuous monitoring and quality assurance functions are helpful in addressing the feedbacks. The customers' satisfaction is the ultimate measure of the impact of trainings. The training of understanding the food safety standards and hygiene is very crucial for the health of the consumers as well (Burton and Burton 2018). The sushi makers make sure that there are no cases of cross contamination that might affect the quality of the products.

Select a role from your chosen organisation and explain the importance of this role to the organisation

The role that has been chosen in this context is the ***Area Manager***. The area manager is in charge of entire vicinity and under whose supervision many kiosks are set up. Thus, they are considered as the person to whom all the kiosks managers report. The area manager makes sure that the store managers and the employees keep the kiosks under them in their prime conditions. The highest possible hygienic standards should be maintained at all the times in the stores across the area (Davis *et al.*, 2018). The area manger is supposed to take care of the overall responsibilities for the ultimate success of the kiosks by monitoring all the aspects related to the operations and boost sales even after reducing the costs.

The area manager before setiing up a new store also looks after the various legal and policy considerations. After that, the manager checks the potential of the location and only then finalises the store to be opened. Once the store is opened, the manager suggests the stock levels and makes regular updates to the changes in the stock. The area manager is the focal point between the senior level of management and the employees at the kiosks (retail human resources, 2019). They ensure that both the levels are satisfied with the operations of the organisation and encourage solution to the various problems that concern the functioning of the kiosks.

Explain the skills and knowledge needed to carry out the role.

In order to be an effective area manager of Sushi daily, it is necessary for a person to have certain skill sets. Apart from the skills sets proper knowledge is also required (Block, 2016). The skill sets and knowledge that is required to become an effective area manager has been discussed below.

Proper knowledge of Japanese cuisine- The intricate details of Japanese cuisine is what makes it so unique in spite of being so simple. The area manager must be himself aware of the basic cultural and food habits of the Japanese stores that they try to replicate. The basic standards of making the food and the laws that govern food safety and hygiene should be within the grip of the manager. This will help him to assist the employees in effectively operating the stores.

Negotiation skills- The negotiation skills of the area manager are necessary. This is because he has to bargain the opening of the new stores and the amount is spent for it while the money is being allocated as well as being spent. He is also entrusted with hiring employees when needed and is thus expected to initiate proper negotiation of the salary with the new people.

Administrative skills- The area manager should be an administrator. The administrative role includes the proper handling of financing, marketing and managerial functions. The manager should be a good interpreter of financial reports and consider enough matter for the proper marketing of the stores.

Explain what training and development requirements need to be considered.

There are various training and development requirements that can be taken into consideration. The foremost necessity is to select the right kind of trainers by the organisation who is themselves experts in sushi making (Milner *et al.*, 2018). The makers should also have expert communication practice to make good conversation with the newer European chefs who are working in the stores as the sushi makers. The development program should also include explaining the food safety and hygiene standards to each employee of the organisation so that they ensure that the food quality is in accordance to the legal framework of the country.

They should also be trained in first aid so that they are able to overcome any workplace hazard that may arise. The safety standards in respect to using the kitchen equipment's should also be properly demonstrated to the employees.

Conclusion

The Sushi daily has been able to take effective steps to ensure proper community engagement. The organisation has a great scope to effectively cater to the needs of the citizens who are interested to experiment and try sushi. The expectations of the customers have been elevated in the study with respect to the outlet. An analysis of the different factors that might potentially affect the business from outside has also been considered. The various matters that need to be covered during the training of the employees has been discussed in close reference to the existing training patterns. Finally, the skills of the are manger has been discussed in accordance to the role he performs.

Reference list

Block, P., 2016. *The empowered manager: Positive political skills at work*. John Wiley & Sons.

Burton, L. and Burton, L. 2018. *Why is Food Hygiene Training Important? | High Speed Training*. [online] The Hub | High Speed Training. Available at: <https://www.highspeedtraining.co.uk/hub/importance-of-food-hygiene-training/> [Accessed 25 Nov. 2019].

Davis, B., Lockwood, A., Alcott, P. and Pantelidis, I.S., 2018. *Food and beverage management*. Routledge.

FoodStars. 2019. Food Industry Insights: 2019 Consumer Food Trends in the UK | FoodStars. [online] Available at: <https://www.foodstarsuk.com/commercial-kitchens-for-rent/uk-consumer-food-trends-2019/> [Accessed 25 Nov. 2019].

GOV.UK. 2019. *New Eatwell Guide illustrates a healthy, balanced diet*. [online] Available at: <https://www.gov.uk/government/news/new-eatwell-guide-illustrates-a-healthy-balanced-diet> [Accessed 25 Nov. 2019].

Kellydeli.com, 2019a. KellyDeli — Happily Handmade Sushi. [online] Available at: http://kellydeli.com/#section_our-happily [Accessed 25 Nov. 2019].

Kellydeli.com. 2019. *Why sushi ? — KellyDeli*. [online] Available at: <https://kellydeli.com/why-sushi/> [Accessed 25 Nov. 2019].

Milner, J., McCarthy, G. and Milner, T., 2018. Training for the coaching leader: how organizations can support managers. *Journal of Management Development*, 37(2), pp.188-200.

retailhumanresources 2019. [online] Available at: <https://www.retailhumanresources.com/job-seekers/retail-job-descriptions/area-manager-regional-manager-jobs> [Accessed 25 Nov. 2019].

Sadiku, M.N., Ashaolu, T.J. and Musa, S.M., 2019. *Food Hygiene: A Primer*.

Sushi Daily. 2019. Careers — work for us | Sushi Daily. [online] Available at: <https://sushidailytogo.com/careers/> [Accessed 26 Nov. 2019].

SUSHI DAILY. 2019a. *The Story | Sushi Daily*. [online] Available at: <https://sushidaily.com/gb-en/our-story> [Accessed 25 Nov. 2019].

SUSHI DAILY. 2019b. Our Brand | Sushi Daily. [online] Available at: <https://sushidaily.com/gb-en/our-brand> [Accessed 25 Nov. 2019].

SUSHI DAILY. 2019c. Discover the Sushi Menu | Sushi Daily. [online] Available at: <https://sushidaily.com/gb-en/menu> [Accessed 25 Nov. 2019].

SUSHI DAILY. 2019d. The Story | Sushi Daily. [online] Available at: <https://sushidaily.com/gb-en/our-story> [Accessed 25 Nov. 2019].

Yang, J. and Metallo, V., 2018. The emerging international taxation problems. *International Journal of Financial Studies*, 6(1), p.6.

Appendix

	Skill	Current ability	Target ability	Development opportunity	Criteria to judge success	Time frame
1st Priority	Proper knowledge of Japanese cuisine	Beginner	Professional	Through more training programs.	Effectively using the skills to ensure organisational success.	4 months
2nd Priority	Administrative skills	Fair	Excellent	Experience	Proper control over the kiosks	6 months
3rd Priority	Negotiation skills	Good	Excellent	By learning from the best in the industry	Opening more stores in a cost-effective manner	8 months.

Table 3: personal development plan